

A close-up photograph of a person's hands holding a black smartphone. The person is wearing a light blue button-down shirt. The background is blurred, showing what appears to be an indoor setting with warm lighting. The text 'Starting out... ..Leveling up' is overlaid on the right side of the image in a large, bold, yellow font with a black outline.

Starting out... ...Leveling up

Online Media development for churches

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Introduction



- ▶ We have Different levels of experience in technology
 - ▶ Tools / Gadgets
 - ▶ Platforms
 - ▶ Job done
- ▶ But the principles remain the same – it is a matter of time and resources
- ▶ The challenge of managing resources and solving issues with the pressure of time

MINDSET



- ▶ The need for a balanced perspective
- ▶ Technology VS Ministry
- ▶ Skill VS Problems
- ▶ Resources VS Needs
- ▶ God VS Man (Church leaders)

We work to amplify the message of the Christ beyond an individual and across the boundaries of space with the help of technology.

TOOL SET

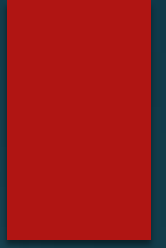


- ▶ Software
- ▶ Gadgets
- ▶ Platforms

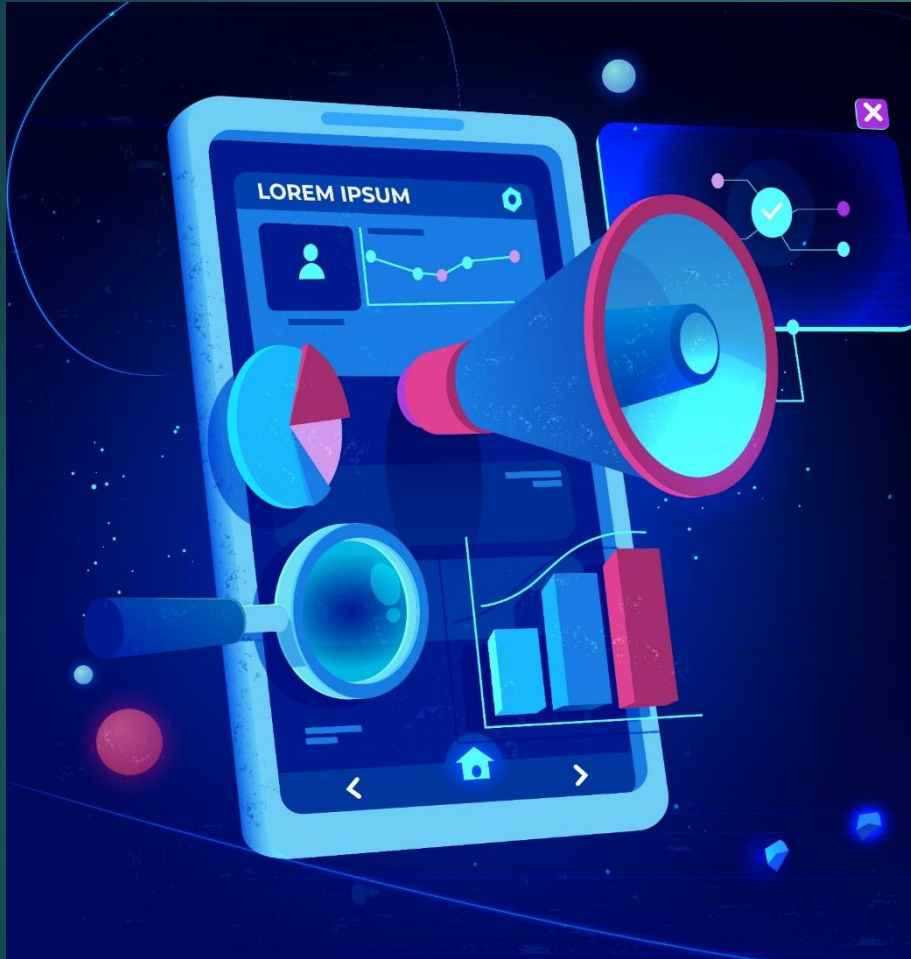


Do you need a big
budget to run your
Online Media Ministry?

NO & YES



TOOL SET

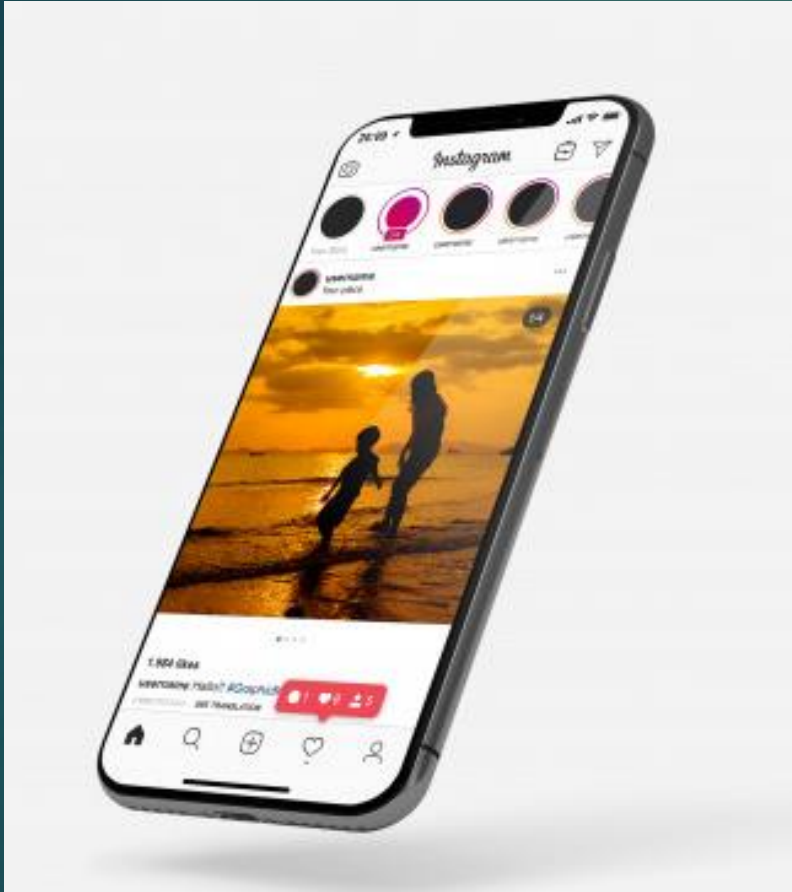


Your phone is the fastest creative machine today. It runs on a higher RAM than than the first aircraft that went to space...

- Camera - Video & Picture
- Document – Word, PowerPoint, Excel
- Platforms – Social Media
- Internet Access
- Communication

Online on a shoe-string budget

Start with what you have...



- ▶ Phone
- ▶ Selfie Stick
- ▶ Internet
- ▶ Platforms – Instagram / Facebook / Youtube
- ▶ Tools – Canva, Manycam,
- OBS / Vmix / Wirecast
- ▶ Microphone -

Level up...



- ▶ Camera – DSLR / Video Cam
 - ▶ Mixer – Audio / Visual
 - ▶ Internet- Fibre Optics
 - ▶ Platforms – Instagram / Facebook / Youtube
- (Free to Paid Advert, boosting, Tech tools)

SKILL SET



- ▶ Visual Literacy / Intelligence (We communicate in Picture)
- ▶ Writing (If it's not written, it does not exist)
- ▶ Basic Tech (Tools, Command, Settings)
- ▶ Interactive (Respond & Contribute)

BUSINESS SET



- ▶ Vision / Mission
- ▶ Return on investment
- ▶ Creativity / Innovation
- ▶ Resilience

PEOPLE SET



- ▶ Attitude (Open minded)
- ▶ Audience (Outreach / In-reach)
- ▶ Publics – Multilevel Engagement
- ▶ Digital Identity (Every account / email is now a human being not distant from you, treat cautiously)

THANK YOU



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